

Unapproved Minutes  
City Of Vermillion  
Business Improvement District No. 1 Board  
December 8, 2015  
Tuesday - 4:00 p.m.

The meeting of the City of Vermillion Business Improvement District No. 1 Board was called to order on Tuesday, December 8, 2015 at 4:00 p.m. at the City Hall second floor conference room by Chairman Kenton.

#### 1. Roll Call

Present: Amy Christensen, David Herbster, James Peterson, Dan Kenton Chairman, Nathan Welch ex-officio, Mike Carlson ex-officio

Absent: Joe Eckert,

Also Present: John Prescott

#### 2. Adoption of Agenda

13-15

Jim Peterson moved approval of the agenda. Amy Christensen seconded the motion. Motion carried 4 to 0. Chairman Kenton declared the motion adopted.

#### 3. Minutes

##### A. Minutes of June 23, 2015

14-15

David Herbster moved approval of the June 23, 2015 minutes. Jim Peterson seconded the motion. Motion carried 4 to 0 Chairman Kenton declared the motion adopted.

#### 4. Old Business - None

#### 5. New Business

##### A. Update on BID receipts collection

Mike Carlson provided a handout on the monthly collections from June 2014 through October 2015. Mike noted that in the months that are comparable to 2014 June was down .29%, July was up 1.58%, August was down 7.05%, September down 13.37% and October was down 18.04%. Mike noted that without history to make comparisons we do not know if 2014 was a high year or is 2015 down. Dave Herbster noted that for September 2014 there were two home football games while in 2015 there was only one. Discussion followed on the monthly revenue report noting that we will continue to monitor the revenues.

## B. Report on upcoming events in 2016

Nate Welch, VCDC Executive Director, provided an update on the Visitor & Tourism activities from the BID Investment and reviewed a handout of with accomplishments on the Strategic Plan items. Nate noted that the VCDC has had dedicated staff working in the Visitor & Tourism area for only six months and was happy to report on the activities that have been done. Nate also informed the board that the VCDC has entered into an agreement with the SD High School Activities Association to host the SD Football All-Star game in 2016 through 2018. Nate noted the event is scheduled for June 28 through July 1 in 2016. Nate reviewed the budget noting that they will be looking for sponsors to assist with funding but that there would be 80-100 all stars athletes along with 10 coaches and estimating 1,500 to 2,000 attending the Friday night game. Nate stated that USD Athletic Department along with David Herbster were instrumental in securing this event for the community.

Nate also updated the BID Board on the Marketing Study Proposal for Brand Assessment that depending on how many of the three phases were selected, the total investment would have been between \$33,800 and \$38,800. Note noted that as the BID receipts have not been as strong as anticipated and expressed his concern of putting all the proceeds into one brand assessment report. Nate reported that he has been in contact with Henkin Schultz who proposed a report to develop a road map for the Visitor/Tourism in Vermillion at a cost of \$2,500. Nate recommended the road map study which would preserve funds for other promotion options. Discussion followed on the two proposals.

15-15

Jim Peterson moved to recommend to the City Council that the budget be adjusted for 2016 to provide \$2,500 for the Henkin Schultz road map proposal and that the remainder of the \$25,000 of BID funds budgeted for 2015 for the other study be kept in reserve for other promotion options. Amy Christensen seconded the motion. Motion carried 4 to 0. Chairman Kenton declared the motion adopted.

Jim Peterson noted that when the per night fee was first established it was discussed that the board annually review the fee. Jim stated that the VCDC has done a lot in meeting the objectives of the strategic plan with the funds they have been provided. Discussion followed on the fee noting that we do not have a lot of history to go back on.

16-15

Jim Peterson moved that the BID Board recommend the fee continue at \$2 per night for 2016 as was included in the proposed budget to the City Council. Amy Christensen seconded the motion. Motion carried 4 to 0. Chairman Kenton declared the motion adopted.

## 6. Adjourn

17-15

Jim Peterson moved to adjourn the meeting at 4:55 p.m. Amy Christensen seconded the motion. Motion carried 4 to 0. Chairman Kenton declared the motion adopted.

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Dated at Vermillion, South Dakota this 8<sup>th</sup> day of December, 2015.

City of Vermillion  
Business Improvement District Board

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Dan Kenton, Chairman

Attest:

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Amy Christensen, Secretary